

Business Directories

By Shonda Miles

When you're trying to promote your online or traditional brick-and-mortar business on the Internet, you will want to ensure that your business is listed in as many places as possible so that you have a better chance of reaching as many people as you can, and even more importantly, you want to provide all possible resource avenues for them to reach you.

You need to connect with a lot of potential customers before they become actual customers and you generate sales revenue from them. As you gain customers, your goal is to retain repeat customers, developing a strong relationship and growing a loyalty in your customers toward your products and services. Word-of-mouth advertising is incredibly important and can only be gained through sustained loyalty and customer satisfaction among your existing and new customers.

Business directories can be found all over the Internet; in a sense they are typically nothing more than search engines combined with Web-based white and yellow page services. The primary purpose of business directories is simple. They exist to help you find:

- Products
- Services
- Companies
- Jobs
- People

There is really no reason not to have your business and Web sites listed with all of the business directories, and typically, the listing is free. Business directories, such as SuperPages.com and YellowPages.com on the Internet, can help send traffic to your Web pages, no matter what type of business you have. Directories place a listing of your business, product categories, Web site address, and other pertinent information into a consolidated listing that many people browse each day.

Oftentimes, people are looking for exactly what you're selling or the services you are offering, and they can locate you through a business directory. You can find Web business directories that are specific to location, products or services, or by random selection. We highly recommend that you have your business listing in a variety of business directories so that you increase your chances of being noticed by Web visitors.

The following is a list of some of the more popular business directories that you can find on the Internet:

- www.smartpages.com
- www.business.com
- www.europages.com
- www.business-directory-uk.co.uk
- www.hoovers.com/free

About The Author:

Shonda Miles is a small business coach and consultant for Gotta Take Action. She invites you to join the Hot Marketing Tips Newsletter at www.gottatakeaction.com if you are interested in taking your business to the next level.

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